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News Summary

A Special Pull-Out Section
EVENTS IN ACADEME
FALL-WINTER 1990-91
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Graduate students on a growing number of campuses are campaigning to organize unions: Page A9.

A Yale University plan to cut the time it takes to earn a doctorate has angered professors and graduate students alike: Page A9.

The nation's governors and the White House have agreed to form a panel to track the progress of education reform: Page A13.

As universities and industry continue to promote biotechnology, states are pushing regulations to insure such research is safe: Page A13.

Corporate contributions to higher education and other non-profit enterprises totaled $6.45-billion in 1989, a report says: Page A23.

The U. of Arkansas jumped to the Southeastern Conference, a move that some officials said could start a flurry of realignment among the biggest sports programs: Page A27.

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Gene-Therapy Trials in Human Subjects Backed by NIH Panel

By DAVID L. WHEELER
BETHESDA, MD.

Two human gene-therapy experiments won important regulatory approval here last week, in a step that will add the alteration of genes in human cells to the repertoire of treatments that can be used to fight disease.

"This is truly a historic moment," said Gerard J. McGarrity, chairman of the Recombinant DNA Advisory Committee, the National Institutes of Health panel that granted permission for the experiments to proceed.

"The potential for human gene therapy is finally being realized."

Using gene therapy, scientists hope to manipulate the body's own biological processes, repairing cells that do not function correctly and triggering the production of enzymes, growth factors, and other biological substances.

FDA Approval Required

Both of the experiments approved by the panel still must obtain the permission of the acting N.I.H. director before they can proceed, but directors in the past have generally deferred to the committee's expertise.

Both proposals will also have to be approved by the Food and Drug Administration.

In one of the experiments approved last

Continued on Page A6

$200-Million in Short-Term Aid Enables Student-Loan Fund to Avert Bankruptcy

Colleges call the action inadequate, fear further tumult

By THOMAS J. DeLOUGHRY
WASHINGTON

The ailing Higher Education Assistance Foundation got some short-term help last week—a $200-million loan that pulled the company back from the brink of bankruptcy.

Many college officials were dismayed, however, because they viewed the loan as only a temporary response to the serious problems facing HEAF, the nation's largest guarantor of federally insured student loans. Allowing the uncertainty over HEAF's future to continue, they said, could endanger public confidence in the student-loan programs and cause nervous bankers to drop out.

The timing of the bankruptcy scare "couldn't be worse," said Charles B. Saunders, Jr., senior vice-president of the American Council on Education. If reports about HEAF's unsettled future continue, he said, they could lead students to believe that loans are not available for 1990-91.

Mr. Saunders said he was worried that academic 1990-91 could be like 1982-83, when reports about President Reagan's call for deep cuts in student support were blamed for a drop in aid applications. Congress ultimately refused to make those cuts.

Cambodia Struggles to Rebuild Its Higher-Education System

With meager resources, Cambodia is trying to rebuild the academic institutions that were devastated by the Khmer Rouge. Page A30.

'People Are Fearful'

John E. Dean, a lawyer who represents many bankers in the loan programs, said he was worried that lenders would not wait for HEAF's problems to be resolved, deciding instead to leave the student-loan business. So far, bankers have trusted promises from the Education Department that it would protect them in the event of HEAF's bankruptcy, but that trust could diminish over time, Mr. Dean said.

"People are fearful that with the passage of time you never know when a monster's going to pop up from under a stone," he said.

HEAF, a Kansas-based non-profit company, has a loan portfolio of more than $9.6-billion. HEAF and its subsidiaries are among the 55 agencies that reimburse banks for defaulted student loans, and, in

Continued on Page A18

Conflicting federal policies are a chief source of the troubles at some loan-guarantee agencies, officials say: Page A18.

FOR STUDENT INTERNS, A SUMMER BACKSTAGE

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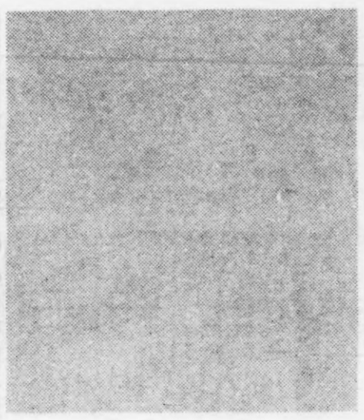
Jennifer Kelley, a 1990 graduate of Saint Michael's College, is one of 13 interns working for the college's summer-theater program. Page A25.

MARGINALIA



This week we're on the home stretch of the summer Marginalia contest—a search for great examination performances. Here is our final selection of winners.

■

From Marylaine Block,
St. Ambrose University

"When you apply for a job, you should not go there wearing your grubbies. Neither should you be wearing your Sunday best. Just a mediocre attire of clothing will be sufficient."

■

From Davina M. Brown,
The Defiance College

"Another factor that affects the development of children is the spacing between siblings. For example, 2 or 3 years is better than some families who have a lot of children with only 2 or 3 months between babies. This is not good."

■

From Donald Edge,
Camden County College

Mr. Edge writes:

"This student essay was written in 20 minutes as one part of the New Jersey Basic Skills Placement Test while I was on leave of absence to serve as Director of Basic Skills Assessment at the New Jersey Department of Higher Education. The essay question asked students to comment on what is good about people in their own generation.

"A copy of this essay was presented to me at a farewell luncheon."

The essay's text:

"Throught history the people have been abused by their rulers and governments. This test is one example of that abuse. Why should we be subjected to such IDIOTICE is beyond me. This test is a waste of our time and our tax money. The State of New Jersey is there to serve the people not abuse them and its powers! I'm disgusted by this whole idea and I imagine that many here feel the same as I do. The people (if they are such) should be run out of office if not shot. I don't give a damn about older people or younger people and refuse to consider myself either. But, since we are all victims in one form or another and since I have been threaten with non-graduation, I am here. You can push me around, but you can't make me think!!! THE END"

■

On that note we write THE END to the summer Marginalia contest. Thanks to all who entered. Each person whose entry appeared in this space will receive a copy of the 1991 edition of *The Almanac of Higher Education*, prepared by the editors of *The Chronicle* and (after updating to reflect the results of this fall's elections) to be published early in 1991 by the University of Chicago Press.

—C.G.

In Brief

Applications Increase at Veterinary Schools

EAST LANSING, MICH. — The number of students applying to veterinary colleges has increased for the first time in a decade, according to a survey conducted for the Association of American Veterinary Medical Colleges.

The survey found that 3,955 people had applied to the nation's 27 veterinary colleges for the coming academic year, nearly a 1-per-cent increase over last year's 3,922 applicants.

The increase may indicate the reversal of a trend in which the number of students entering the profession steadily declined, said John B. Tasker, dean of the Michigan State University College of Veterinary Medicine. Mr. Tasker has conducted the annual survey for the past 10 years.

When his first study was conducted in 1980, the number of applicants was 7,286. Although that number has dropped significantly, Mr. Tasker said, the current increase is "encouraging."

The survey found that the number of first-time applicants had increased by 5 per cent, or 155 people. The survey also found that female applicants made up 62 per cent of the total.

The survey showed a decline, however, in applications from blacks and Hispanics.

University Asked to Rethink Plans for Artwork

WASHINGTON

A trustee of the University of the District of Columbia has asked the board to reconsider its plans for a $1.6-million renovation of the institution's Carnegie Library to house a controversial work of art.

The work, "The Dinner Party" by the feminist artist Judy Chicago, is a large display that incorporates sexual imagery in presenting a symbolic history of women. The work had been offered to the university as a gift by the artist (*The Chronicle*, August 1). However, the acceptance of the gift has been sharply criticized by faculty members and administrators, who question the cost of the renovations as well as the artistic value of the work itself.

The trustee, Joseph Webb, has asked the board's chairman, Nira Hardon Long, to call a special meeting to discuss the full cost of displaying the artwork. The trustees had unanimously agreed to pay $80,000 to clean the artwork and transport it from California. But many trustees, like Mr. Webb, were unaware that the renovation—at a cost of $1.6-million—would be necessary to display the gift. Mr. Webb said he was concerned about the proposed donation because it had been criticized by members of Congress, which provides funds to support the District's budget.

The House of Representatives voted last month to cut $1.6-million from the university's operating budget. And members of the Senate Appropriations Committee scolded university officials for recent actions—including issuing payroll checks late. A committee report said the actions "do not represent adequate stewardship of university resources." The committee has ordered university officials to report to it quarterly on the institution's financial situation.

—JULIE L. NICKLIN

Court Upholds Ruling in Free-Speech Case

SAN FRANCISCO—The California Supreme Court has upheld a lower court's ruling that officials of the San Diego Community College District violated the free-speech rights of a drama teacher and a student in 1986 by canceling a play they were preparing to stage.

The play, *Split Second*, was about a black policeman who killed a white suspect, and it contained vulgar language and racial slurs.

A trial of a black man for killing a white police officer was in progress in San Diego at the time, and college officials said they feared the play would inflame the community.

Alan DiBona, a drama instructor at the Educational Cultural Complex, the college district's continuing-education facility, and a student involved in the production sued the district. The California Court of Appeal ruled the cancellation violated their First Amendment rights, saying that college officials "were merely concerned with avoiding the discomfort and unpleasantness" the play might have caused.

The lawyer for the college district argued that the ruling would undermine the authority of college administrators.

Selective Public Institutions Expect a Slight Increase in New Students; Private Colleges Foresee a Decline

By ROBIN WILSON

Some of the nation's most competitive public universities will increase their freshman enrollments only slightly this fall, while many of the country's most prestigious private colleges expect to enroll fewer new students this year than they did in academic 1989-90.

Those are the findings of an annual survey by Peterson's Guides that gives one of the first glimpses of enrollment trends in academic 1990-91. The survey included 139 of the nation's most selective colleges and universities, including 23 public universities and 116 private institutions.

The public universities say they expect an increase of 1.2 per cent in the number of new students this year, while private institutions expect a decline of 1.3 per cent. All colleges are facing stiffer competition for new students because the number of high-school graduates declined this year by about 6 per cent.

More Attention to Costs

College admissions officers say students and their parents are choosing public institutions over private colleges because they are paying more attention to costs.

Thomas F. Willoughby, director of admission at Drake University, says his institution will see a 3.5-per-cent decline in freshman enrollment in academic 1990-91. Drake was one of the institutions in the Peterson's survey. "We've noticed we have come closer to a tolerance level for cost in the class we're enrolling this fall," Mr. Willoughby says. "We have students telling our people that Drake was their first-choice institution, but that it was not t[illegible] choice of their parents relative to costs." Drake will charge about $14,300 for tuition and room and board this coming year.

Says Thomas S. Anthony, dean of admissions at Colgate University: "Money is very much a factor this year. As the economy continues to deteriorate, I wouldn't be surprised that families are saying, 'Gee, should we undertake a four-year private-college commitment at this point?' "

"I wouldn't be surprised that families are saying, 'Gee, should we undertake a college commitment at this point?' "

Colgate will enroll about 700 freshmen this fall, the same number as last year, says Mr. Anthony. He says more students this year accepted the college's offers of financial aid. Colgate will charge $19,845 for tuition and room and board this year. Geoffrey D. Gould, director of admissions at the State University of New York at Binghamton, says his campus plans to enroll 7.6 per cent more freshmen this fall. "The combination of academic excellence within an affordable price range makes us attractive," he says. Tuition and room and board for New York residents will run $5,673 in 1990-91.

More Transfer Students

The colleges in last month's survey were chosen from the 322 found in *Peterson's Guide to Competitive Colleges*. Admissions officers at some of the institutions say they are keeping their enrollments stable by accepting a higher proportion of their applicants and by enrolling more transfer students.

In addition, 70 per cent of the institutions surveyed reported an increase in applications from minority students. But some of the institutions reported that they would not actually enroll more students from minority groups.

"I'm finding it incredibly competitive in terms of converting an admitted minority student to an enrolled minority student," says Drake's Mr. Willoughby. "There has been incredible funding from some of our competitors to pay for the expenses of minority students." ■

Texas Puts Off Adopting Controversial Course

AUSTIN, TEX.—A revamped English course at the University of Texas that would have focused on racial, sexual, and ethnic diversity caused such a furor that administrators decided last month to postpone its adoption for one year.

The writing course, which is required of all freshmen students, would have been revised to allow students to read landmark civil-rights cases and write essays about them.

The changes in the course were proposed after months of student-led protests this spring calling for a greater emphasis on cultural diversity in the curriculum. One of the students' demands was a required course on diversity.

A seven-member committee began designing such a course, but the task proved divisive. Two committee members resigned in protest, and 56 faculty members took out newspaper advertisements opposing the changes.

Some of the course's detractors said it amounted to an exercise in political indoctrination. Joseph E. Kruppa, chairman of the English department, called that charge "nonsense." He said the aim of such a course would be to teach writing skills while getting stu-

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Business & Philanthropy

Give & Take

Christopher F. Edley plans to retire from the presidency of the United Negro College Fund, leaving the organization without a leader only five months after it began its most ambitious fund-raising campaign.

According to statements from U.N.C.F. officials, Mr. Edley will step down by December 31 for health reasons.

Mr. Edley, who is 62 years old, was not available for an interview. He told a newspaper reporter that his doctors had been urging him to reduce tension. He is reported to have undergone heart surgery seven years ago.

C. Adrienne Rhodes, director of communications at U.N.C.F., said Mr. Edley had been planning for the past two years to leave at this time. "Now he's finally doing it," she said.

A search for his successor is under way, and the board of directors hopes to name a new president by October, she said.

Last March the fund got a four-year, $250-million drive off to an impressive start with a $50-million challenge gift from Walter H. Annenberg, the publishing magnate.

But since then, the campaign, "Campaign 2000: An Investment in America's Future," has had difficulty recruiting a national chairman. Fund officials said in April that they soon hoped to announce a choice. Ms. Rhodes said last week that a chairman had now been identified, but that the group was still not ready to announce the person's name.

"Fund-raising for U.N.C.F. in general is going well and steadily increasing," Ms. Rhodes said. As part of its annual fund-raising drive, the organization raised $48.6-million between April 1, 1989 and March 31, 1990, she said, compared with $45.8-million the previous year. The $250-million capital campaign is a separate effort from the annual drive.

■

The president of the University of Rochester, G. Dennis O'Brien, has offered an olive branch to miffed members of the class of 1965.

Some alumni were angered by Mr. O'Brien's lukewarm response to their fund-raising efforts, which garnered $50,000 (*The Chronicle*, July 5). According to those who attended the check-acceptance ceremony at their 25th reunion in June, Mr. O'Brien told the assembled alumni that their contribution was "not worthy of you."

In a letter of apology published in *The Rochester Times-Union*, Mr. O'Brien wrote: "I personally and the University are very grateful for the Class of '65 gift: one that is sizable, generous, and evidence of the strong loyalty of many class members."

He added: "My apologies for a misunderstanding which I obviously caused, and my unequivocal thanks to all participants."

Companies' Gifts to Colleges, Other Non-Profit Groups Top $6.45-Billion for 1989, New Estimate Indicates

Revision based on IRS findings that 1986 tax-law changes did not depress corporate contributions

By KAREN GRASSMUCK

Corporations contributed more than $2.6-billion to education in 1989, and their gifts to all non-profit groups exceeded $6.45-billion, according to a new estimate.

The Council for Aid to Education, citing new data compiled by the Internal Revenue Service, reported that the nation's companies had given $6.16-billion to charitable causes in 1987. That amount is about $1.6- billion, or 35 per cent, more than the $4.6-billion the council had projected.

As a result, the council has revised upward its estimates for total corporate philanthropy through 1990.

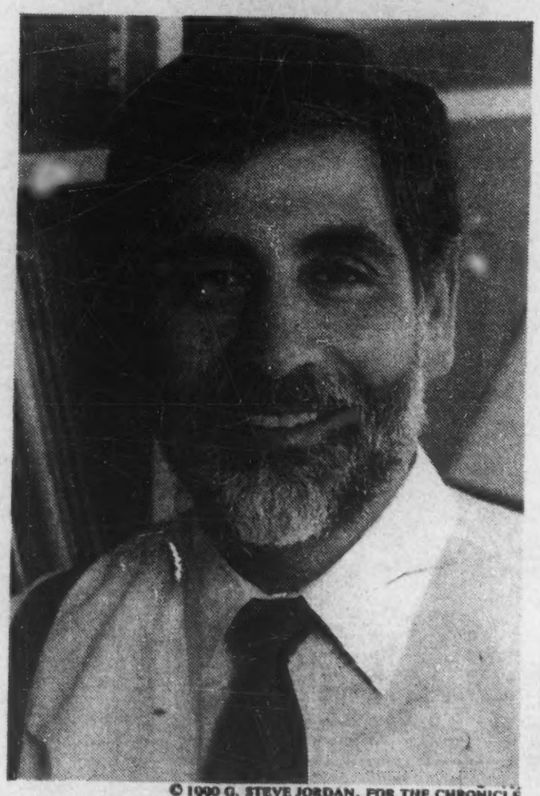
The new figures came as part of C.F.A.E.'s annual survey of corporate giving to education. Because the I.R.S. compilations trail current data by three years, the council relies heavily on its own economic projections of corporate giving patterns, based on information provided by a sample of companies in making up its survey.

Forecasting modest growth, the council now estimates that total corporate gifts exceeded $6.26 billion in 1988 and $6.45 billion in 1989. Education's share of those amounts is estimated to be $2.65 billion, up from the council's previous estimate of $2.05 billion for 1988 and $2.75 billion for 1989. Based on preliminary information, the council estimates that total corporate giving will reach about $6.8 billion in 1990.

'The Corporations Surprised Us'

Arnold R. Shore, the council's president, said the higher number had surprised officials of his organization. He said they had been anticipating that corporate contributions would level off sharply as a result of federal tax-reform measures enacted in 1986.

Previously the council estimated those figures at $1.95-billion and $2.05-billion, respectively. Council officials now estimate total contributions of around $6.3-billion in 1988 and $6.45-billion in 1989, based on the new data.



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Arnold R. Shore: "Their support continued at a strong rate, even though companies had told us that they were expecting that their own contributions would level off."

"The corporations surprised us," Mr. Shore said. "The growth in their support continued at a steady and strong rate, even though companies had told us that they were expecting that their own contributions would level off."

Mr. Shore said another reason the estimates may have been off this year was that the number of companies participating in the survey had declined. This year, 333 companies participated in the survey, down from about 700 in the late 1970's, he said.

More to Pre-Collegiate Education

Meanwhile, information based on the council's own sample of large corporations, also reported in the survey, suggests that companies are continuing to direct an increasing share of money to pre-collegiate education. Corporate support of public and private schools rose to 10.5 per cent of all company giving in 1989, up from 8.8 per cent the previous year and 6 per cent in 1987.

Higher education still receives the largest portion of companies' gifts to education.

In January the council estimated that the proportion of corporate contributions going to higher education had dropped from about 70 per cent of all education gifts in 1987 to 64 per cent in 1988. (*The Chronicle*, January 24).

The council's survey found that corporate support of higher education had rebounded to 69 per cent of all company gifts to education in 1989.

At the same time, however, the survey found that a declining proportion of corporate giving was going to such education-related organizations as the American Council on Education and the Council for the Advancement and Support of Education.

While gifts to such organizations made up more than 27 per cent of corporate gifts to education in 1988, that figure fell to 20.5 per cent in 1989. The council's data were based on a sample of 356 companies in 1988 and 333 companies in 1989.

Council officials emphasized that the new money directed to pre-college education did not appear to be coming at the expense of gifts to higher education, but they acknowledged that gifts to education's "umbrella" organizations might be suffering as a result.

The experience of at least one development official at a large corporation seems to bear out their views.

Paul M. Ostergard, vice-president and

Continued on Following Page

Corporate Gifts to Education

	Total corporate contributions	1-year change	As per cent of pretax net income	As per cent of all giving by corporations
1977	$665,000,000	+18.8%	0.33%	37.1%
1978	780,000,000	+17.3	0.33	37.4
1979	880,000,000	+12.8	0.34	38.5
1980	980,000,000	+11.4	0.41	41.5
1981	1,090,000,000	+11.2	0.48	43.4
1982	1,250,000,000	+14.7	0.74	43.0
1983	1,525,000,000	+22.0	0.73	42.0
1984	1,700,000,000	+11.5	0.71	41.9
1985	1,875,000,000	+10.3	0.84	41.9
1986	2,200,000,000	+17.3	0.99	42.5
1987	2,500,000,000	+13.6	0.91	40.6
1988*	2,650,000,000	+ 6.0	0.84	42.3
1989*	2,750,000,000	+ 3.8	0.89	42.6

Allocations From 333 Corporations in 1989

	Amount	Percentage of total
Higher education		
Unrestricted operating, capital, departmental, research, and student-aid grants and grants via consortia	$318,373,000	53.5%
Matching gifts *	92,831,000	15.6
Subtotal	411,204,000	69.1
Pre-college education		
Public and private school support and other	53,083,000	8.9
Matching gifts *	9,406,000	1.6
Subtotal	62,489,000	10.5
Other educational programs		
Education-related organizations	35,933,000	6.0
Scholarships and fellowships	40,468,000	6.8
Other	45,385,000	7.6
Subtotal	121,786,000	20.4
Total allocated	595,479,000	100.0
Unallocated	109,830,000	
Total	**$705,309,000**	

* Estimate

SOURCE: COUNCIL FOR AID TO EDUCATION

Corporate Gifts for 1989 Estimated at $6.45-Billion

Continued From Preceding Page

director of contributions at Citibank, said that companies were leaning away from donating funds to educational organizations. "It's because people want to have more of a direct impact," he said, "— more of a direct relationship with the donee."

The most popular gifts now include direct donations to inner-city school systems and to programs that advocate dramatic public-school reforms.

Last year, for example, Citibank gave $3-million to an organization called the Coalition of Essential Schools. The program, affiliated with Brown University, supports reforms such as encouraging children to take an active role in the educational process and teachers to become "coaches."

A 10-Year Campaign

Reasons for the increased giving to school-related programs include corporate leaders' rising commitment to improving the quality of education received by American school-age children, Mr. Ostergard said. Some corporate contribution officers pointed out that since the Education Department published "A Nation At Risk" in 1983, some 200 reports have crossed their desks documenting the poor performance of American students compared with those in other industrialized countries

Last year, large companies launched an organized effort to increase their gifts to school programs. A group called the Business Roundtable, composed of the heads of 200 of the country's largest companies, agreed to participate in a 10-year campaign to improve schools.

Mr. Ostergard, whose $23-million annual corporate gift program at Citibank is the 25th largest among American corporations, has watched his company's contributions to education skyrocket in recent years. Surging from $2.6-million in 1985 to $9.1-million in 1989, education is now the "fastest-growing of all our categories of giving," Mr. Ostergard said.Citibank recently committed $20-million to a program of improving public schools.

Within that category, gifts to programs geared to improving elementary and secondary education have accounted for "almost all" of that growth, Mr. Ostergard said. "K[indergarten] through 12[th grade] is where a lot of the action is taking place."

A 'Plateau' in Giving

Many large corporations, like Citibank and the General Electric Company, Mr. Ostergard's former employer, still consider higher education a philanthropic priority, he said, noting that General Electric announced last year a $10-million program to encourage minority and female students to obtain doctoral degrees.

David R. Morgan, director of research at the council, said its officials had projected that a "plateau" in corporate giving would occur around 1986. The council's latest study indicates the plateau began in 1988, he said, and that it is higher and later than they originally estimated it would be.

The council now plans to release its survey in the summer of each year, starting with this report.

The complete report, "Corporate Support of Education 1989," will be available at no cost in late August from the C.F.A.E., 51 Madison Avenue, Suite 2200, New York, NY 10010. ■

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The Philadelphia Inquirer Magazine

August 14, 1988

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Facilities. For an academic building for the school of business administration: $1-million to U. of Southern California.

KATHLEEN PRICE AND JOSEPH M. BRYAN FAMILY FOUNDATION
One North Pointe, Suite 170
3101 North Elm Street
Greensboro, N.C. 27408

Faculty. For programs of faculty development: $100,000 to Elon College.
Support. For the Learning Resource Center: $200,000 to U. of North Carolina at Chapel Hill.

ARTHUR VINING DAVIS FOUNDATIONS
645 Riverside Avenue
Jacksonville, Fla. 32204

Facilities. For renovation projects: $100,000 to Louisville Presbyterian Theological Seminary.
—For the new library: $125,000 to Augustana College (Ill.).

JOSEPH DROWN FOUNDATION
10900 Wilshire Boulevard
Los Angeles 90024

Science. For postdoctoral fellowships in molecular neurobiology: $93,000 to California Institute of Technology.

JESSIE BALL duPONT RELIGIOUS, CHARITABLE AND EDUCATIONAL FUND
Florida National Bank Tower
225 Water Street, Suite 1200
Jacksonville, Fla. 32202-4424

American studies. For the Junior Year Program in American Culture and Society: $178,543 to Randolph-Macon Woman's College.
Environment. For environmental internships, in cooperation with the Chesapeake Bay Foundation: $100,000 to Washington College (Md.).
International studies. For a Russian-studies program: $250,000 to Stetson U.
Minorities. For the Program for Institutional Change, an effort to increase minority representation in the student body and on the faculty: $157,964 to Lynchburg College.
—For a Minority Student Summer Outreach program: $200,000 to U. of the South.
Social work. To train students in rural church-community work: $125,000 to Southern Baptist Theological Seminary.
Teaching. For an upper-level seminar designed to foster critical thinking: $151,200 to Meredith College.

LLOYD A. FRY FOUNDATION
135 South LaSalle Street
Chicago 60603

Education. For a community-based program in reading and writing at 10 inner-city Chicago elementary schools: $115,000 to DePaul U.

WILLIAM RANDOLPH HEARST FOUNDATION
888 Seventh Avenue
New York 10106-0057

Libraries. For a new teaching library: $250,000 to U. of Southern California.

WILLIAM AND FLORA HEWLETT FOUNDATION
525 Middlefield Road
Menlo Park, Cal. 94025

Faculty. For programs of faculty development: $250,000 to Bucknell U.

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Facilities. To buy property adjacent to the campus: $100,000 to Biola U.

GIFTS & BEQUESTS

Harvard University. For a professorship of cancer prevention: $2-million from Dr. and Mrs. F. Otto Haas.
Illinois Institute of Technology. For the library on the Wheaton, Ill., campus: $1-million from Louis W. Beigler.

Athletics

Pro Football Training Camps on Campuses: Privacy for Teams, Money and Free Publicity for Colleges

24 of 28 NFL members now hold summer practice at college facilities; some have done so for 25 years

By DOUGLAS LEDERMAN

Summer-session students and conference goers on 24 campuses are sharing the walkways and dining halls this month with, as one college spokesman put it, "huge guys with no necks."

The colleges are playing host this summer to the preseason training camps for National Football League teams. Two colleges—St. Edward's University and the University of California at Irvine—are doing it for the first time. Others, like Dickinson and William Jewell Colleges, have welcomed teams for more than 25 years.

The competition to attract N.F.L. teams can be keen, and colleges are becoming increasingly aggressive players, as all but 4 of the football league's 28 teams spend their summers on campuses. Frequently, business executives in the college community lead the drive by offering financial incentives to lure professional teams and the millions of dollars the teams bring with them.

Officials of the colleges and the teams say they both benefit from the arrangement.

Pro Football Summer Training Camps

	N.F.L. Team	Years
Anderson U.	Indianapolis Colts	7
Bryant College	New England Patriots	15
U. of California at Irvine	Los Angeles Rams	1
U. of California at San Diego	San Diego Chargers	15
Dickinson College	Washington Redskins	28
Fairleigh Dickinson U.	New York Giants	3
Hofstra U.	New York Jets	23
Lakeland Community College	Cleveland Browns	9
Mankato State U.	Minnesota Vikings	25
Northern Arizona U.	Phoenix Cardinals	3
U. of Northern Colorado	Denver Broncos	9
St. Edward's U.	Dallas Cowboys	1
Saint Norbert College	Green Bay Packers	33
St. Thomas U.	Miami Dolphins	21
Saint Vincent College and Seminary	Pittsburgh Steelers	24
Sierra College	San Francisco 49ers	9
Southwest Texas State U.	Houston Oilers	3
State U. of New York College at Fredonia	Buffalo Bills	10
U. of Tampa	Tampa Bay Buccaneers	4
West Chester U.	Philadelphia Eagles	11
William Jewell College	Kansas City Chiefs	28
Wilmington College	Cincinnati Bengals	23
U. of Wisconsin at La Crosse	New Orleans Saints	3
U. of Wisconsin at Platteville	Chicago Bears	7

Profits and Free Publicity

The football teams get a compact, fairly private working environment with good facilities and attentive helpers—often students—at a competitive price.

The colleges usually make a profit on the deals, sometimes tens of thousand of dollars. But more important, their officials say, they get reams of free publicity and, frequently, new or refurbished facilities paid for by their cities or by the professional teams. In addition, the colleges are able to hire students or employees whom they would have to lay off during the summer, and to use buildings that might otherwise remain empty.

While the professional teams may sometimes cause problems—from logistical headaches for college personnel to occasional rambunctiousness on the campus or in local bars—the benefits far outweigh them, college officials agree.

"Without any question, it's an entirely winning situation for us," says Larry Lebiecki, assistant chancellor for business affairs at the University of Wisconsin at La Crosse, where the New Orleans Saints are working out for the third summer. (You may wonder why the Saints travel all the way to Wisconsin. The answer, Mr. Lebiecki explains, is to get away from southern Louisiana's heat, humidity, and heavy summer rains.)

The headline in last winter's edition of the St. Edward's University News was not subtle: "THE COWBOYS ARE COMING!" said the newsletter in huge type.

Officials at St. Edward's, a small, private university in Austin, Tex., hoped the Dallas Cowboys would bring a public-relations bonanza with them when they arrived on the campus for the first time this July.

'It Has Exceeded Our Expectations'

So far, the officials haven't been disappointed, says John Lucas, St. Edward's vice-president for enrollment and student services who has been nicknamed the "Cowboy czar" by university employees.

"It has exceeded our expectations in every way," Mr. Lucas says. "I'm looking

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U. of Arkansas Switches Conferences; Further Realignment Anticipated

FAYETTEVILLE, ARK.

The University of Arkansas accepted an invitation last week to join the Southeastern Conference, a move that some sports officials predicted could set off a flurry of realignments in the country's biggest sports programs.

The Board of Trustees of the University of Arkansas system voted unanimously to let the university's flagship campus in Fayetteville leave the Southwest Athletic Conference, which it joined as a charter member in 1915.

Arkansas's switch had been widely expected since the Southeastern league announced in May that it was considering adding new members. Arkansas officials let it be known that they were interested in joining the conference.

Last week Chancellor Daniel E. Ferritor gave a "strong, positive recommendation" to the system's president, B. Alan Sugg, that Arkansas accept the Southeastern Conference's offer. Mr. Ferritor said the new league would give Arkansas's teams stronger competition, greater fan interest, and more television revenues than would the Southwest Conference.

Arkansas's faculty athletics committee had endorsed that position unanimously last month.

'A Golden Opportunity'

"The invitation from the Southeastern Conference was in almost every way a golden opportunity," Mr. Ferritor said. "It will excite our fans. Our students will be involved with new challenges and competitions."

Southwest Conference officials said they were disappointed by Arkansas's decision. They said its departure would cause major headaches, including the possibility that the conference would have to renegotiate its $16.5 million, 1990-1995 television contract with Raycom, a company based in Charlotte, N.C., that syndicates sports on television.

But the significance of Arkansas's leap went far beyond the move itself. Rumors about conference switching began in December when the Big Ten Conference invited Pennsylvania State University to become its 11th member, and the university accepted. The speculation became rampant after May's announcement by the Southeastern Conference, which has approached the expansion question most aggressively.

Sports officials had been waiting for the next domino to fall, and Arkansas seemed to be that domino. What happens next is uncertain, but more rumors are flying: The Southeastern is expected to add at least one more member—Florida State University—and possibly others; the Southwest Conference will struggle to keep the University of Texas and Texas A&M Univer-

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Sidelines

The cases of two universities that could receive the National Collegiate Athletic Association's "death penalty" will be heard by the association's infractions committee this weekend.

Officials from the Universities of Florida and Illinois at Urbana-Champaign will appear before the Committee on Infractions in Colorado Springs. The panel meets several times a year, but rarely has it heard two such highly publicized cases in one session.

Both universities have been in hot water with the N.C.A.A. for several years, and both conceivably could be slapped with the death penalty, which can suspend teams for up to two years if they are found guilty of major violations twice in five years. The infractions committee has used the penalty only once in five years, against Southern Methodist University football in 1987.

Florida's football program was placed on probation in 1984. This time around, the N.C.A.A. officially charged Florida in April with 10 violations in its football and men's basketball programs, and the university admitted to several of the charges in its response last month. But Florida officials also disputed allegations that the university had failed to monitor the sports program effectively, arguing that the violations occurred despite an aggressive compliance program instituted when the university was last punished by the N.C.A.A. in 1984.

The N.C.A.A. charge of "lack of institutional control" has become a key indicator in recent decisions by the infractions panel. Typically, if its members believe the violations were isolated and that the university vigorously investigated charges once they emerged, lighter sanctions are imposed. Conversely, if the committee finds that college officials knew about wrongdoing—or should have known, if they had effectively monitored the sports program—harsh penalties tend to follow.

While Florida made public its response to the N.C.A.A., clearly indicating its strategy for answering the charges, Illinois has fought successfully to keep its 900-page document private, so its approach is a mystery. The university, whose football team was punished by the N.C.A.A. in 1988, was accused in February of 11 violations of N.C.A.A. rules, including offering large cash payments and cars to prospective basketball players.

The panel is expected to announce its decisions in the two cases in early September.

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As if anyone needed more proof about the growing popularity of the Final Four, college sports' crown jewel, here it is: More people—143,829, to be exact—requested tickets for the 1991 men's basketball championship than ever before. The fans who applied sought a total of 287,500 tickets to the three-game affair in Indianapolis. Only about 24,000 are being allocated to the general public.